

ARIZONA HISTORICAL ADVISORY COMMISSION

Application for Arizona Centennial 2012 Legacy Project Designation

AHAC Mission: Develop, encourage and coordinate a statewide plan for Arizona's centennial in 2012 including advising the legislature and state agencies on centennial history and heritage, arts and culture, assisting the governor's countdown to the centennial to support school children learning about Arizona's history and recommending activities and projects that will ensure lasting accomplishments to commemorate the centennial.

Vision for Centennial Projects: Commemorations that encourage all Arizonans to reflect on our unique and authentic history, to experience the rich and diverse tapestry of our heritage, and to explore our promising futures, thus ensuring a lasting legacy.

Legacy Project Criteria: This is a request for official designation as an Arizona Centennial Legacy Project. To be considered, the project must 1) accurately portray a significant aspect of Arizona history; 2) be accessible to large number of visitors/users; 3) demonstrate collaboration in the planning; 4) produce an enduring product that will live on after 2012; 5) include an educational component; 6) include a plan for implementation.

Attach a maximum of three pages that address the following areas, in the order listed:

1. General description of the project.
2. Describe how this project meets the Legacy Project criteria.
3. Project timeline. Give details regarding planning and implementation.
4. Describe the project location.
5. List project partners, if applicable.
6. Attach a proposed budget, showing total project cost and funding sources.

Name of project: **Scottsdale History – Access and Images**

Contact person: **Leigh Conrad**

Address: **Scottsdale Public Library, 3839 N. Drinkwater Blvd., Scottsdale
AZ 85251**

Telephone Number: **480 312- 2693**

Email address: **lconrad@scottsdaleaz.gov**

Web Site address: **www.scottsdalelibrary.org**

Mary Johnson
Signature (authorizing official or project director)

April 30, 2007
Date

The Arizona Historical Advisory Commission will review the Committee's recommendations and make final decisions regarding Legacy Project designations. Submit application to:

Arizona Historical Advisory Committee
1700 W Washington, Suite 200
Phoenix, AZ 85007

Scottsdale History – Access and Images

GENERAL DESCRIPTION:

The Scottsdale Public Library is working with Scottsdale Leadership, the Scottsdale Public Arts program, and the City's Communications and Public Affairs Office (CAPA), to collect historical photographs of Scottsdale and record data regarding the photographs from community residents and City offices. The library will analyze the photographs for value to the collection, digitize the selected items, create data records, and post to the Library's website. The library also intends to finish digitizing and posting photographs from the Library's Southwest Room Collection to complete the project started two years ago with a former LSTA grant. The library will work with the Scottsdale Unified School District to make the photographs available as part of the Scottsdale history curriculum unit. The library is applying for inclusion in the Arizona Memory Project as well. The number of photographs is unknown as the collection effort is not complete. There will be two receptions, one for the Scottsdale Leadership group to thank them for their efforts and demonstrate the results of their collection project and another will be a reception/introduction for the general public that will demonstrate the availability of the photographs on library's website. The library will also conduct a minimum of two classes demonstrating the value of these photographs for historical research projects – one for adults and one for school children. Another aspect of the project will be to train and oversee the work of library volunteers, as well as volunteers from the Library's Re-venture project which targets boomers, who will do some of the scanning and data input. Additionally the photographs that are donated will be placed in appropriate archival storage in the Library's Southwest Room collection.

LEGACY PROJECT CRITERIA:

- 1) Project criteria: The project meets the Legacy Project criteria as the City of Scottsdale's history, both municipal and cultural, represents a notable piece of Arizona history. The growth of the arts community from the 1930's forward has placed Scottsdale on the arts map. Thousands of visitors to the city come to enjoy the cultural ambience created by the focus on publicly and privately created art that is visible throughout the city in public spaces and privately owned galleries. Scottsdale is a major city in Maricopa County. Its history from rural beginnings to current sophisticated city mirrors similar histories throughout the state. Scottsdale's civic leaders have contributed to governmental growth and influence in the area. The Scottsdale airport was a training field during World War II.
- 2) Accessibility: A large number of visitors/users will have access to these photographs through the library's website and the Arizona Memory Project. Due to the care that will be taken in creating the data elements describing these photographs, they will be especially valuable and easily accessible to historians and scholars. The library's current website experiences over 300,000 visits per year. This project will entice a significant number of users, especially with the educational component.
- 3) Collaboration: The project has been planned in collaboration with the City of Scottsdale's Communications and Public Affairs Office, the Scottsdale Leadership group, and planning is underway with the Scottsdale Unified School District to create the curriculum unit. Copies of the letters of support for the LSTA grant application are attached.
- 4) Enduring product: There are two products that will live on after 2012. The first one is the collection of digital photographs, with the physical collection preserved at the Scottsdale Civic Center Library, and the curriculum piece that will be developed in collaboration with the Scottsdale Unified School District.
- 5) Educational component: The educational component is multi-part. There will be educational sessions at the library teaching the public how to access and research Scottsdale history through these photographs and sessions teaching fourth grade teachers and students how to use the curriculum unit and how to conduct the photographic research required by the unit.

PROJECT PARTNERS:

City of Scottsdale Communication and Public Affairs Office
Scottsdale Cultural Council, Office of Public Art
Scottsdale Leadership, Class XXI
Scottsdale Unified School District

PROPOSED BUDGET:

There are two sources of funds – the City of Scottsdale operating budget for the in-kind expenses and an application for LSTA funds has been submitted for the remaining costs.

Salaries and benefits are listed for staff and consultant. Staff expenses are in-kind, consultant salary will be supported through the grant.

Leigh Conrad, Lead Librarian	10%	\$8,178
Richard Howley, Lead Librarian	5%	\$4,661
Aimee Fifarek, Library Technology Supervisor	5%	\$5,136
Krista Bolan, Library Assistant	20%	\$9,322
Other Library Assistant	10%	<u>\$4,661</u>
Total		\$31,958 per year, \$63,916 total

Contractual Services:

Consultant 300 hours @\$30/hr = \$9,000

Consultant will work with Library Project Director to achieve goals of the project. The Consultant will create project plan, write procedures, train staff and volunteers, oversee scanning of photos and metadata entry. The Consultant will organize the volunteer effort to sustain the project once it is completed. The Consultant will create marketing pieces including small photo exhibit demonstrating the project. The Consultant will work with the partnering organizations and the Arizona Memory Project to promote use of the library's website, create publicity materials, and conduct two receptions for staff and public to introduce the project.

Travel

Consultant may have to travel to other valley locations to seek advice regarding the project and to meet with partnering agencies. 200 miles at \$.445 = \$89.00.

Equipment:

Workstation (HP)	\$2,100
Scanner (Microtek)	\$1,085
Archival quality data storage system	<u>\$10,000</u>
Equipment total	\$13,185

The HP Storage Works 600 data storage system includes features for redundancy and security. A hard drive would not provide needed features. The City purchases HP equipment. (Budget Attachment)

Software:

Omnipage, VLA Photoshop, Photoshop, Camtasiastudio	\$1,018
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Supplies:

Archival quality envelopes/storage boxes (1000 photos)	\$1,714.50
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6) Implementation Plan:

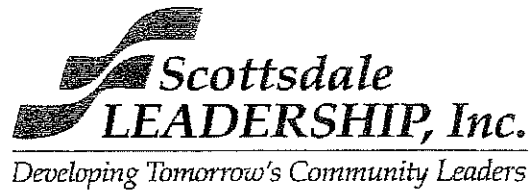
The implementation plan is basically the schedule of activities which follows.

PROJECT TIMELINE:

Spring 2007	Scottsdale Leadership participants have begun solicitation of historic photographs and data required to create records Apply for participation in the Arizona Memory Project
Late spring/summer 2007	Scottsdale Leadership participants will begin scanning, metadata creation and data input
Summer 2007	Write RFP for consultant, select and hire Initiate relationship with Arizona Memory Project with first 69 photographs that are currently digitized
Fall 2007	Project Director and consultant plan work of project, create schedule for scanning and data input, create evaluation tool Project Director with consultant, evaluates and selects appropriate Scottsdale Leadership collected photographs for inclusion in the project Purchase and install additional digital storage. Train Library staff and volunteers to scan photographs and input data Train Library volunteers to store/file physical photographs, so that physical preservation and storage will proceed along with scanning project
Winter 2007/08	Continue scanning and data entry Make Public Arts database available on library website
Spring 2008	Evaluate use of photographs by the public to date Start evaluation of CAPA photos Reception/program for Scottsdale Leadership photos Commence work with Scottsdale Unified School District to assist with creation of curriculum support project
Summer 2008	Identify photos for curriculum unit based on SUSD need Start scanning CAPA photographs along with data entry
Fall 2008	Create curriculum unit Complete CAPA photograph digitization Train Reventure volunteers to scan and perform metadata entry
Winter 2008/09	Reventure volunteers scan and complete data entry for SW photos not yet digitized and other photographs as they are collected
Spring/Summer 2009	Complete project, conduct classes, conduct public reception featuring photos on website, create in-house exhibit of selected photos, complete evaluation of project and create final report

PROJECT LOCATION:

The project is located at the Civic Center Library, 3839 N. Drinkwater Blvd., Scottsdale, AZ 85251



March 12, 2007

Arizona State Library
Library Development Division
1100 W. Washington St
Phoenix, AZ 85007.

To Whom It May Concern:

Scottsdale Leadership Class XXI and the Scottsdale Public Library have formed a partnership to celebrate and document their city's treasured history.

Class XXI is working on a project that seeks donations of historic photos to be identified, scanned and posted to the library's website. Nearly seventy photos are already online, but there are significant gaps in the collection. The collaborative program aims to fill in those gaps.

Photos selected for the website will be available to anyone with Internet access and an interest in Scottsdale's rich history. This includes our community and far beyond. Scottsdale Leadership Class XXI's intent; however, is that the website's images will also be used in Northeast Valley schools to educate students on Scottsdale's history.

Scottsdale Leadership, Inc., a 501 (c)(3) nonprofit community leadership and education program, was created in 1987 to prepare driven individuals to lead Scottsdale today and into the future. The program provides an opportunity for emerging leaders to play an active role in resolving issues facing the City of Scottsdale through volunteerism.

Each year, as part of their desire to contribute to the community and implement the leadership skills they have gained, class members actively participate in a "Legacy" project. Scottsdale Leadership Class XXI chose partnering with the Scottsdale Public Library as their project.

Sincerely,

A handwritten signature in black ink, appearing to read "Christine Irish", written in a cursive style.

Christine Irish
Executive Director



7380 east second street
scottsdale, arizona 85251
tel: 480/874-4645
fax: 480/874-4655

13 March 2007

Arizona State Library
Library Development Division
1100 W. Washington Street
Phoenix, AZ 85007

To Whom it May Concern,

I am writing in support of the Scottsdale Public Library's request for a Library Services and Technology Act grant. The library is seeking support in order to digitize photographs in the library's collection, historic photographs collected by Scottsdale Leadership for a legacy project, and from the city's Community and Public Affairs (CAPP) department to make them widely available via the library's website.

We are also making photographs of the city's art collection, historic cultural events (e.g. dedication of the Louise Nevelson sculpture *Windows to the West*, dedication and opening of the Scottsdale Museum of Contemporary Art and the Turrell skyspace *Knight Rise*) and documentation of artist residencies and public art projects (e.g. construction of the Pima Freeway artwork, installation of the Robert Indiana *Love* sculpture, etc.), and other such related photographs available for the project.

Inclusion of such photographs will help to preserve and celebrate our community's cultural heritage, increase awareness of the public art program and the city's art collection and other artwork in our community, and bolster citizen's involvement with the arts. Digitizing and posting our program's photographs will help us to better engage and inform the public about art and related cultural activities in Scottsdale.

Next fiscal year we will be engaging in a new venture with the library by establishing a new joint exhibition space. Photographs will be central to many of the exhibitions in the space and by digitizing them, such exhibitions can be made available to a much broader audience via the library's website. We are thrilled at the prospect of this partnership and a grant from the Arizona State Library will greatly increase the accessibility of the public art program and the art in our community.

Please support the library's request for a grant which will help preserve the history of our art and cultural legacy as well as making information and images easily available and greatly increasing accessibility.

If I can provide further information related to our partnership with the library or this grant application, please let me know.

Sincerely,

A handwritten signature in black ink, appearing to read "Valerie Vadala Homer".

Valerie Vadala Homer
Director



Communications & Public Affairs

3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

PHONE 480-312-2335
FAX 480-312-7780
WEB www.ScottsdaleAZ.gov

March 13, 2007

Arizona State Library
Library Development Division
1100 W. Washington St.
Phoenix, AZ 85007

Dear Sir or Madam:

I enthusiastically support the request from the Scottsdale Public Library for a grant to support digitization of historic photographs of the Scottsdale community.

The Communications and Public Affairs Office has a large collection of photographs, some of them nearly 40 years old. They include photographs of the construction of Scottsdale City Hall, the development of the Indian Bend Wash and many other landmark events in the history of the city.

Having just lost a collection of potentially historic video tapes because of water damage, I am increasingly concerned about the need to transfer the most valuable parts of our photo collection to another medium to assure that they are preserved.

Our office frequently receives requests from the media and public for historic photographs. Having these photographs available on-line would be an invaluable resource for the community.

I am pleased to support this grant application and more than happy to offer the assistance of the Communications and Public Affairs Office in any way.

Sincerely,

Patrick Dodds
Communications and Public Affairs Officer

c: Mary Johnson, Operations Manager, Scottsdale Public Library